

Patent Application of Carl Pomerantz for "Improved Shelf Edge Data Strip"

CLAIMS

I claim:

1. A label holding strip for displaying information labels in association with merchandise displays, comprising

(a) a continuously extruded section of plastic material including front and back panels joined integrally along a bottom edge region of said strip and forming an upwardly opening pocket for the removable reception of labels, and

(b) at least one side edge region at an extreme longitudinal end of said front panel

with interconnection of said side edge region and said bottom edge region being substantially blended and smooth whereby a substantially snag-free transitional edge is provided between said bottom edge region and said side edge region.

2) The strip of claim 1 wherein the transitional edge is comprised of one or more obtuse arcs.

3) The strip of claim 1 wherein the transitional edge is comprised of a curved edge.

4) The strip of claim 1 wherein the transitional edge is comprised of an obtuse intersection between said side edge region and said bottom edge region.

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5. A label holding strip for displaying information labels in association with merchandise displays, comprising

- (a) a continuously extruded section of plastic material including front and back panels joined integrally along a bottom edge region of said strip and forming an upwardly opening pocket for the removable reception of labels,
- (b) an upper front panel edge region parallel to the bottom edge region
- (c) at least one side edge region at one extreme longitudinal end of said front panel

with interconnection of said side edge region and said upper edge region being substantially blended and smooth whereby a substantially snag-free transitional edge is provided between said upper edge region and said side edge region.

6) The strip of claim 5 wherein the transitional edge is comprised of one or more obtuse arcs.

8) The strip of claim 5 wherein the transitional edge is comprised of a curved edge.

9) The strip of claim 5 wherein the transitional edge is comprised of an obtuse intersection between said side edge region and said bottom edge region.

10. A label holding strip for displaying information labels in association with merchandise displays, comprising

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- (a) a continuously extruded section of plastic material including front and back panels joined integrally along a bottom edge region of said strip and forming an upwardly opening pocket for the removable reception of labels, and
- (b) an attachment means panel joined integrally along said back panel
- (c) a longitudinal distal edge region on the attachment panel and
- (d) at least one side edge region at one extreme longitudinal end of said attachment panel

with interconnection of said side edge region and said longitudinal distal edge region being substantially blended and smooth whereby a substantially snag-free transitional edge is provided between said side edge region and said longitudinal distal edge region.

11) The strip of claim 10 wherein the transitional edge is comprised of one or more obtuse arcs.

12) The strip of claim 10 wherein the transitional edge is comprised of a curved edge.

13) The strip of claim 10 wherein the transitional edge is comprised of an obtuse intersection between said side edge region and said bottom edge region.